5/18/88

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MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF MARCH 1988

(Number of companies reporting this month 43)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1988	384.3	- 75.3	- 16.4			
1987	459.6	+ 68.5	+ 17.5			
1986	391.1					
CUMULATIVE YTD						
1988	948.2	+ 2.5	+ 0.3			
1987	945.6	+103.2	+ 12.2			
1986	842.5					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1988	1015.6	- 28.7	- 2.7			
1987	1044.3	+ 86.0	+ 9.0			
1986	958.3					
CUMULATIVE YTD						
1988	2603.9	-194.5	- 6.9			
1987	2798.4	+337.7	+ 13.7			
1986	2460.7					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

Compiled By:
The NPD Group

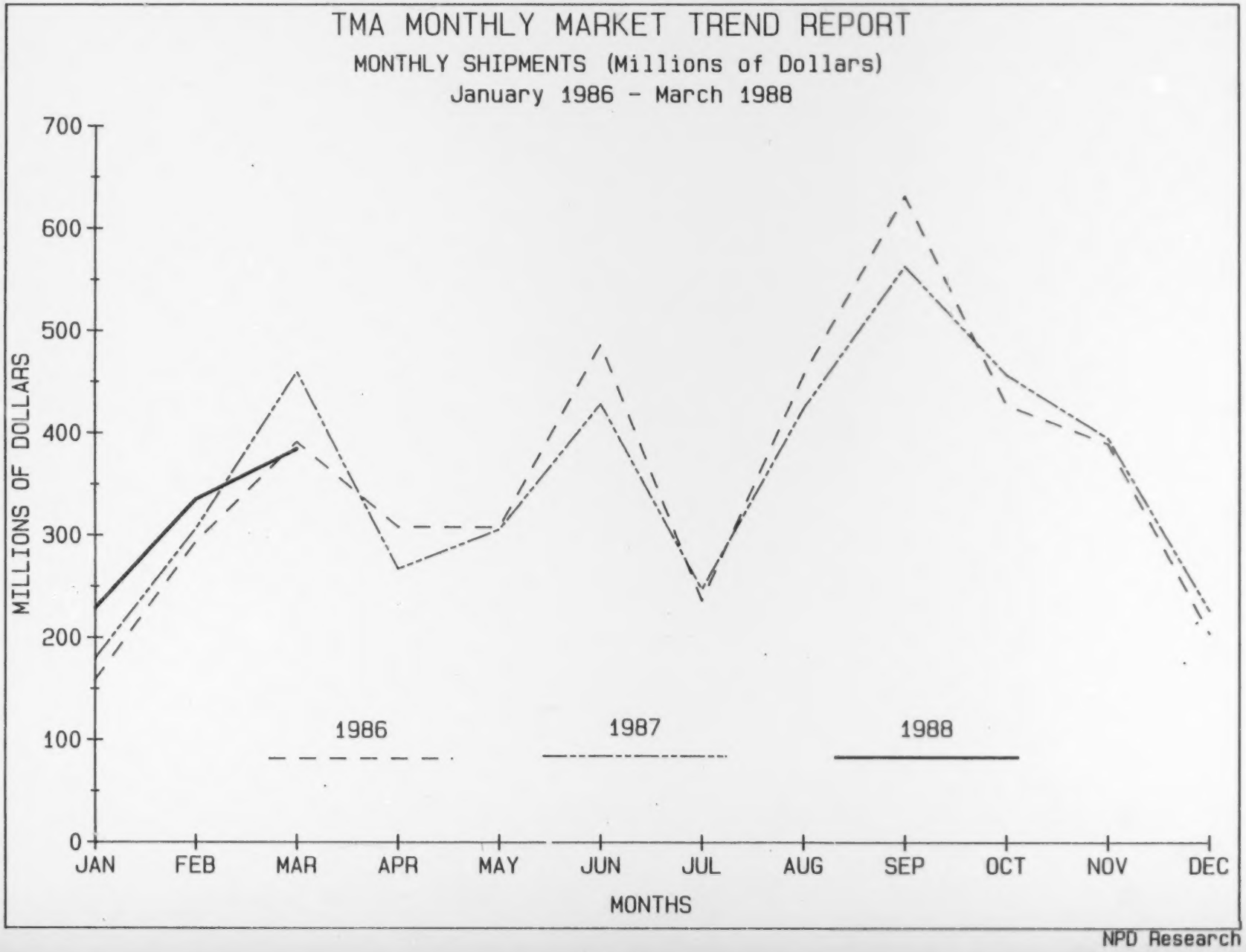
MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.

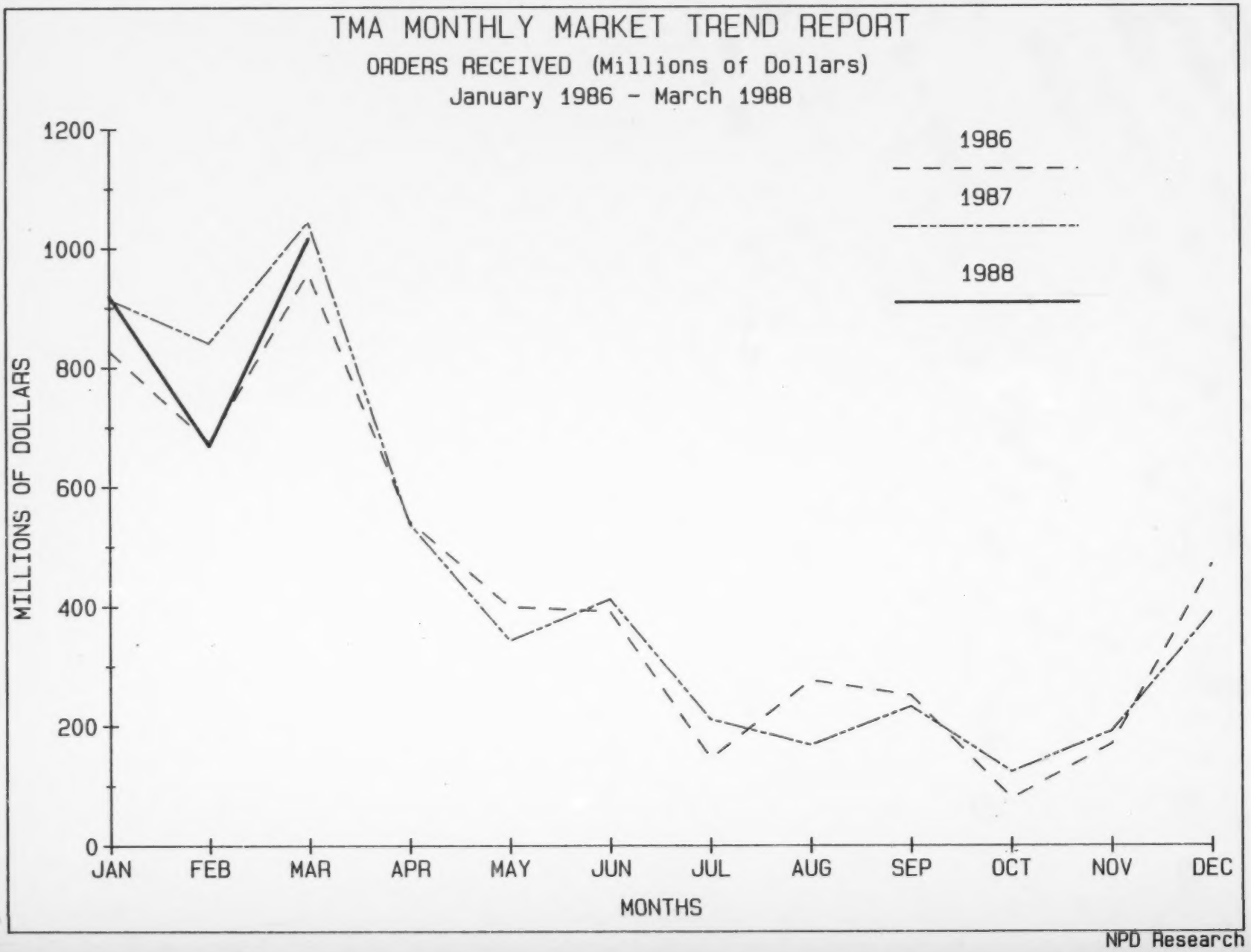
DOLLAR TREND BY MONTH MARCH 1988 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD AVG.
SHIPMENTS													
1988 MONTHLY	228.8	335.1	384.3										316.1
1987 MONTHLY	179.8	306.3	459.6	267.0	305.6	428.2	247.1	423.8	562.4	456.3	394.4	226.5	315.2
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5	236.2	456.4	630.9	426.7	388.9	204.1	280.8
1988 CUMULATIVE YTD	228.8	563.9	948.2										
1987 CUMULATIVE YTD	179.8	486.0	945.6	1212.6	1518.2	1946.5	2193.5	2617.3	3179.7	3636.0	4030.4	4256.8	
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0	2181.2	2637.6	3268.5	3695.2	4084.1	4288.2	
ORDERS RECEIVED *													
1988 MONTHLY	919.1	669.2	1015.6										868.0
1987 MONTHLY	913.6	840.5	1044.3	539.1	343.2	411.9	210.6	167.5	232.0	123.0	190.8	389.2	932.8
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3	145.4	275.5	250.3	78.2	169.4	469.0	820.2
1988 CUMULATIVE YTD	919.1	1588.3	2603.9										
1987 CUMULATIVE YTD	913.6	1754.1	2798.4	3337.5	3680.7	4092.6	4303.2	4470.7	4702.7	4825.7	5016.5	5406.4	
1986 CUMULATIVE YTD	827.8	1502.4	2460.7	3003.9	3403.0	3794.3	3939.7	4215.2	4465.5	4543.7	4713.1	5182.1	
CANCELLATIONS													
1988 MONTHLY	29.3	41.9	30.3										33.8
1987 MONTHLY	14.6	27.8	21.4	50.4	51.1	66.6	58.3	60.3	86.4	127.8	130.8	43.0	21.3
1986 MONTHLY	17.8	38.8	21.4	21.2	60.0	76.9	52.9	94.2	112.7	116.6	73.2	25.7	26.0
ORDERS ON HAND (END OF MONTH)													
1988 MONTHLY	1194.9	1480.0	2081.2										1584.7
1987 MONTHLY	873.9	1382.5	2010.9	2138.6	2121.8	2025.7	1935.3	1634.8	1234.8	774.0	438.5	558.1	1422.4
1986 MONTHLY	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8	1865.1	1581.9	1080.3	615.4	326.1	565.3	1436.5

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
January 1986 - March 1988
MILLIONS OF DOLLARS
700
600
500
400
300
200
100
0
1986
1987
1988
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
January 1986 - March 1988
1986
1987
1988
1200
1000
800
600
400
200
0
MILLIONS OF DOLLARS
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research

COMPANIES PARTICIPATING - 43 - MARCH 1988

	THIS MONTH	YEAR AGO		THIS MONTH	YEAR AGO		THIS MONTH	YEAR AGO
BACHMANN INDUSTRIES	X	X	HEDSTROM	X	X	PARKER BROTHERS	X	X
BANDAI AMERICAN	X	X	H-G TOYS	X	X	PLACO	X	X
BARR		X	KENNER	X	X	PLAYMATE TOYS	X	X
BLAZON-FLEXIBLE FLYER	X	X	KRANSCO	X	X	POWER WHEELS		X
CADACO	X	X	LEGO	X	X	PRESSMAN TOY	X	X
CHILTON GLOBE	X	X	LIONEL	X	X	PROCESSED PLASTICS	X	X
COLECO	X	X	LITTLE TIKES	X	X	PROLL	X	X
COLORFORMS	X	X	MATCHBOX (USA)	X	X	R. DAKIN	X	X
DOLLY TOY		X	MATTEL	X	X	ROADMASTER	X	X
EDEN TOYS	X	X	MIGHTY STAR	X	X	SANITOY	X	X
EMPIRE OF CAROLINA	X	X	M & S SHILLMAN		X	* KIDSTAR	X	X
ERTL	X	X	MONOGRAM	X	X	STEVEN	X	X
FISHER PRICE	X	X	NATIONAL LATEX	X	X	STROMBECKER CORP	X	X
GOLDBERGER DOLL	X	X	OHIO ART	X	X	TONKA	X	X
HASBRO	X	X	PARK PLASTICS	X	X	TYCO	X	X
						REVELL	X	
						AMTOY	X	

* NEW NAME - REPLACING SKILCRAFT

NOTE: BEGINNING WITH THE MARCH 1988 REPORT,
POWER WHEELS WILL NO LONGER BE PARTICIPATING.
M & S SHILLMAN IS NOT PARTICIPATING THIS MONTH.